

Turning an American Dream into a Reality

Encouragement from family, friends and faith prompted James Sasser to turn his dream of entrepreneurship into a reality. That dream birthed GovStrive, a [HUBZone](#) certified business located in Dublin, Georgia. This family owned and operated company was founded by James and his wife Jennie in January 2014. “As an entrepreneur, starting GovStrive was an opportunity to break from corporate America and build a company with a vision that I believed in – to do meaningful work with great people,” James expressed.

Using his more than fourteen years of top-tier professional services consulting experience, James has built a company which currently employs 43 dedicated employees and draws from an even larger community of partners and contractors to provide a wide range of Federal HR consulting and advisory services. James was familiar with SBA and its mission, but it wasn't until he started GovStrive that he realized the myriad of resources SBA had available. After browsing through the services and resources available, he enrolled in the HUBZone program and never looked back. “The program has opened many doors for the company to win new contracts. By narrowing the pool of contractors we are bidding against, we are more competitive and able to win the work we need to continue to grow. Because of the support from SBA, GovStrive has been able to successfully balance the demands of running a business while meeting the needs of our clients,” says James.

When he founded the company, he knew the HR portfolio of services they planned to offer inside and out, but what he didn't know was how to establish and run a small business. “SBA's training classes and business counselors proved invaluable – not just to set up the company, but even now, as we mature our operations to take GovStrive to the next level,” James proudly admits. Connecting to SBA resources and services gave GovStrive the support they needed to frame, define and package the services they offer in a way that appealed to potential clients and meets federal guidelines.

“Starting a small business is not easy,” James said, and they've encountered setbacks along the way. However, throughout the process James learned that having a core set of trusted advisors and a sound support system can help you overcome even the biggest setbacks. In addition, James humbly acknowledges that GovStrive's “committed” management team and employees have been the key to their success. “We are so proud of the collaborative and energetic culture we've built here at GovStrive. Everyone is so dedicated and it really feels like a family.” The company routinely hosts family and community service events.

At present, GovStrive has a lot of exciting work going on. Most recently they've won several prime contracting opportunities, and have new work coming out each day. This family owned business has certainly proven having a vision, hard work, and family support can mold your dream of entrepreneurship into fruition.

